

Hacking the city

Assignment 3 based on the theme: Pop-up city* : the city as a multitude of interfaces

Exploring the multimediality of urban space, how it influences public and private experience and what role the graphic /media designer can play within this domain.

2010 - KONKINKLIJKE ACADEMIE BEELDENDE KUNST - GABRIELLE MARKS

The first assignment this semester was about **exploring the notion of interface** using the the city of Den Haag as an example, and **editing/visualizing/presenting** your findings through a visual presentation.

The second assignment was about **exploring the surface of your own body** as a receiver and processor of sensory data, and **mapping** that **experience**.

You could say the first assignment meant **looking at the urban environment** from an external point of view, **placing yourself outside the experience**, observing and contextualizing, whereas the second asked for an introspective point of view, **examining a personal experience** and translating that into an infograph.

The third assignment, HACKING THE CITY is a hybrid of the first two:

Identify **a problem or negative experience** you face in the public environment (**maybe something that often irritates you**) and use your design skills to propose a solution or improvement for that experience. You can think for instance of a temporary intervention in the public space, or designing new rules or regulations, or maybe adding/removing elements from the public space.

The final work should clearly visualize a) the chosen 'problem', and b) the solution you are proposing. Think in this case of a **"before"** and **"after"** model.

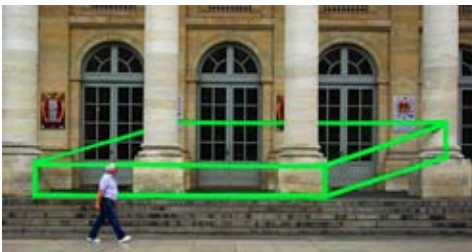
Possible formats for your design:

Photography (montage/collage etc)

Short video or animation

3D model/mock-up

An actual physical intervention in the public environment and documentation thereof



PLANNING

16th nov. – 23rd nov. > identify and visualize the specific problem or negative experience that you want to address

23rd nov. – 30th nov. > invent, sketch and design your possible solutions or improvements for this problem.

30th nov. – 7th dec. > finalize your design and present the final result on dec. 7th during individual assessment.